

Rep Order# 6837938 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 195655

Printed: 09/14/2012 3:50 PM
Last Received: 09/14/2012 3:40 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () WILSON FOR NM SENAT
Product Order
Estimate# 918924
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/918924
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV LINE 77
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
*77			09/18-09/18	1	\$1,400.00	:30	2	TU	7P-9P	2	\$700.00
		Buyline Comment: SYTYCD									
		Sales Remark: V9 REV TP									
		V9 Time Changed, Comment Changed									

---REPORT TOTALS---

Report Totals: 2 / \$1,400.00

---SALES MONTHLY TOTALS---

Sep 12: 101 / \$24,370.00
Sales Totals: 101 / \$24,370.00
Station Totals: 101 / \$24,370.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$348,143	CABL	0%	KASA	7%	KASY	0%	KLUZ	0%	KOAT	35%
		KOB	26%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

1 of 4

9/14/12

$$SC = *$$

REV ORDER- -PER AGY
ATTN ALL LINES
ATTN NEW TTL
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	----	-----	----	-----	-----	-----	-----	-----
*47			09/20-09/21	0	\$0.00	:30	0	TH-F	9P-930P	0	\$400.00
		Sales Remark: V7 DISREGARD V4 PREEMPT. THIS LINE HAS BEEN ENTERED AS ORDERED									
		CNX									
		V7 Comment Changed, Spots/week Changed									
*52			09/23-09/23	1	\$700.00	:30	1	SU	930P-10P	1	\$700.00
		Sales Remark: V7 REV RATE									
		V7 Comment Changed, Rate Changed									
*57			09/22-09/22	1	\$400.00	:30	2	SA	2P-5P	2	\$200.00
		Sales Remark: V7 REV TIME & RATE									
		V7 More than 2 codes changed									
*59			09/24-09/24	1	\$800.00	:30	1	M	7P-8P	1	\$800.00
		Sales Remark: V7 REV RATE									
		V7 More than 2 codes changed									
*60			09/24-09/24	1	\$1,600.00	:30	2	M	8P-9P	2	\$800.00
		Sales Remark: V7 ADDED 1X									
		V7 Comment Changed, Spots/week Changed									

2 of 4

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*62		Sales Remark: V7 ADDED 1X V7 Comment Changed, Spots/week Changed	09/19-09/19	1	\$2,600.00 62	:30	2	W	7P-9P	2	\$1,300.00 5
*65		Sales Remark: V7 REV RATE V7 Comment Changed, Rate Changed	09/21-09/21	1	\$500.00	:30	1	F	7P-8P	1	\$500.00 3
*66		Sales Remark: V7 CNX SPOT V7 Comment Changed, Spots/week Changed	09/21-09/21	0	\$0.00	:30	0	F	8P-9P	0	\$250.00 5
*69		Buyline Comment: NEWS Sales Remark: V7 ADD TO SKED V7 Added	09/20-09/20	1	\$1,000.00	:30	1	TH	9P-930P	1	\$1,000.00 3
*70		Buyline Comment: NM STYLE Sales Remark: V7 ADD TO SKED V7 Added	09/18-09/21	1	\$100.00	:30	4	TU-F	8A-9A	4	\$25.00 5
*71		Buyline Comment: BETTER Sales Remark: V7 ADD TO SKED V7 Added	09/18-09/21	1	\$60.00	:30	4	TU-F	5A-6A	4	\$15.00 5
*72		Buyline Comment: BETTER Sales Remark: V7 ADD TO SKED V7 Added	09/24-09/24	1	\$15.00	:30	1	M	5A-6A	1	\$15.00 5

Rep Order# 6837938 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 195655

Printed: 09/14/2012 10:40 AM
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4 of 4

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Fax#

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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Sales Totals: 101 / \$24,370.00

Station Totals: 101 / \$24,370.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$348,143	CABL	0%	KASA	7%	KASY	0%	KLUZ	0%	KOAT	35%
		KOB	26%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----
*73			09/18-09/21	1	\$300.00	:30	4	TU-F	4P-5P	4	\$75.00 4
		Buyline Comment: AFHV									
		Sales Remark: V7 ADDED									
		V7 Added									
*74			09/24-09/24	1	\$75.00	:30	1	M	4P-5P	1	\$75.00 4
		Buyline Comment: AFHV									
		Sales Remark: V7 ADDED									
		V7 Added									
*75			09/24-09/24	1	\$100.00	:30	1	M	5P-530P	1	\$100.00 5
		Buyline Comment: EXTRA									
		Sales Remark: V7 ADDED									
		V7 Added									
*76			09/18-09/20	1	\$300.00	:30	3	TU-TH	5P-530P	3	\$100.00 5
		Buyline Comment: EXTRA									
		Sales Remark: V7 ADDED									
		V7 Added									
*77			09/18-09/18	1	\$1,400.00	:30	2	TU	7-9 PM 7A-9A	2	\$700.00 5
		Buyline Comment: SYTYCD									
		Sales Remark: V7 ADDED.									
		V7 Added									

---REPORT TOTALS---

Report Totals: 30 / \$9,950.00

---SALES MONTHLY TOTALS---

Sep 12: 101 / \$24,370.00

Rep Order# 6837938 Ver# 6 Status Returned
EC'd Yes

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Last Received: 08/02/2012 9:05 AM
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--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

Lines 47 and 66 have been entered as ordered. Other preempts remain unbooked.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	---	-----	-----	-----	-----	-----
*47			09/20-09/21	1	\$800.00	:30	2	TH-F	9P-930P	2	\$400.00
		Station Remark: V6 DISREGARD V4 PREEMPT. THIS LINE HAS BEEN ENTERED AS ORDERED									
*52			09/23-09/23	1	\$275.00	:30	1	SU	930P-10P	1	\$275.00
		Station Remark: V6 LINE WILL NOT CLEAR AT 275. NEED \$700 LEVEL 3 TO AIR THIS LINE									
*57			09/22-09/22	1	\$500.00	:30	2	SA	3P-5P	2	\$250.00
		Station Remark: V6 CHANGE RATE THIS LINE TO 2-5P & CHANGE RATE TO \$200 LEVEL 3 THIS LINE FOR MLB GAME.									
*59			09/24-09/24	1	\$700.00	:30	1	M	7P-8P	1	\$700.00
		Station Remark: V6 LINE WILL NOT CLEAR WITH THIS RATE. NEED \$800 LEVEL 5 THIS LINE. LINE NOT ENTERED									
*65			09/21-09/21	1	\$250.00	:30	1	F	7P-8P	1	\$250.00
		Station Remark: V6 LINE WILL NOT CLEAR WITH THIS RATE. NEED LEVL 3 \$500 THIS LINE. LINE NOT ENTERED									
*66			09/21-09/21	1	\$250.00	:30	1	F	8P-9P	1	\$250.00
		Station Remark: V6 DISREGARD V4 PREEMPT. LINE IS ENTERED AS ORDERED									

---REPORT TOTALS---

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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Report Totals: 8 / \$2,775.00

---SALES MONTHLY TOTALS---

Sep 12: 81 / \$19,295.00
Sales Totals: 81 / \$19,295.00
Station Totals: 81 / \$19,295.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$275,643	CABL 0%	KASA 7%	KASY 0%	KLUZ 0%	KOAT 35%
		KOB 26%	KRQE 32%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6837938 Ver# 4 Status Returned
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--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

LINES 47, 52, 57, 59, 65 AND 66. THESE HAVE NOT BEEN ADDED
TO THIS CONTRACT DUE TO RATE ISSUES.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	----	-----	----	-----	-----	-----	-----	-----
*47			09/20-09/21	1	\$800.00	:30	2	TH-F	9P-930P	2	\$400.00
		Station Remark:	V4 LINE WILL NOT CLEAR AT \$400.. RATE NEEDED THIS LINE IS \$1000. LINE NOT ENTERED.								
*52			09/23-09/23	1	\$275.00	:30	1	SU	930P-10P	1	\$275.00
		Station Remark:	V4 LINE WILL NOT CLEAR AT 275. NEED \$700 LEVEL 3 TO AIR THIS LINE								
*57			09/22-09/22	1	\$500.00	:30	2	SA	3P-5P	2	\$250.00
		Station Remark:	V4 CHANGE RATE THIS LINE TO 2-5P & CHANGE RATE TO \$200 LEVEL 3 THIS LINE FOR MLB GAME.								
*59			09/24-09/24	1	\$700.00	:30	1	M	7P-8P	1	\$700.00
		Station Remark:	V4 LINE WILL NOT CLEAR WITH THIS RATE. NEED \$800 LEVEL 5 THIS LINE. LINE NOT ENTERED								
*65			09/21-09/21	1	\$250.00	:30	1	F	7P-8P	1	\$250.00
		Station Remark:	V4 LINE WILL NOT CLEAR WITH THIS RATE. NEED LEVL 3 \$500 THIS LINE. LINE NOT ENTERED								
*66			09/21-09/21	1	\$250.00	:30	1	F	8P-9P	1	\$250.00
		Station Remark:	V4 LINE WILL NOT CLEAR WITH THIS RATE. NEED LEVEL 3 \$500 THIS LINE. LINE NOT ENTERED.								

---REPORT TOTALS---

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Report Totals: 8 / \$2,775.00

---SALES MONTHLY TOTALS---

Sep 12: 81 / \$19,295.00
Sales Totals: 81 / \$19,295.00
Station Totals: 81 / \$19,295.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$275,643	CABL 0%	KASA 7%	KASY 0%	KLUZ 0%	KOAT 35%
		KOB 26%	KRQE 32%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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2 of 6

Station	KASA-TV ALBUQUERQUE, NM.
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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*40		Sales Remark: V3 ADD TO SKED V3 Added	09/18-09/21	1	\$200.00	:30	4	TU-F	1130P-12A	4	\$50.00
*41		Sales Remark: V3 ADD TO SKED V3 Added	09/22-09/22	1	\$50.00	:30	1	SA	10P-11P	1	\$50.00
*42		Sales Remark: V3 ADD TO SKED V3 Added	09/22-09/22	1	\$20.00	:30	1	SA	11P-1130P	1	\$20.00
*43		Sales Remark: V3 ADD TO SKED V3 Added	09/22-09/22	1	\$15.00	:30	1	SA	1130P-1A	1	\$15.00
*44		Sales Remark: V3 ADD TO SKED V3 Added	09/23-09/23	1	\$25.00	:30	1	SU	12A-1A	1	\$25.00
*45		Sales Remark: V3 ADD TO SKED V3 Added	09/23-09/23	1	\$75.00	:30	1	SU	10P-11P	1	\$75.00
*46		Sales Remark: V3 ADD TO SKED V3 Added	09/23-09/23	1	\$25.00	:30	1	SU	11P-12A	1	\$25.00
*47		Sales Remark: V3 ADD TO SKED. V3 Added	09/20-09/21	1	\$800.00	:30	2	TH-F	9P-930P	2	\$400.00
*48		Sales Remark: V3 ADD TO SKED. V3 Added	09/18-09/21	1	\$1,200.00	:30	4	TU-F	930P-10P	4	\$300.00

Rep Order# 6837938 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 195655

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Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
*49		Sales Remark: V3 ADD TO SKED. V3 Added	09/24-09/24	1	\$300.00	:30	1	M	930P-10P	1	\$300.00 5
*50		Sales Remark: V3 ADD TO SKED. V3 Added	09/22-09/22	1	\$275.00	:30	1	SA	9P-930P	1	\$275.00 5
*51		Sales Remark: V3 ADD TO SKED. V3 Added	09/22-09/22	1	\$250.00	:30	1	SA	930P-10P	1	\$250.00 5
*52		Sales Remark: V3 ADD TO SKED. V3 Added	09/23-09/23	1	\$275.00	:30	1	SU	930P-10P	1	\$275.00 N/A
*53		Sales Remark: V3 ADD TO SKED. V3 Added	09/18-09/21	1	\$600.00	:30	4	TU-F	6P-630P	4	\$150.00 5
*54		Sales Remark: V3 ADD TO SKED. V3 Added	09/24-09/24	1	\$150.00	:30	1	M	6P-630P	1	\$150.00 5
*55		Sales Remark: V3 ADD TO SKED. V3 Added	09/24-09/24	1	\$150.00	:30	1	M	630P-7P	1	\$150.00 5
*56		Sales Remark: V3 ADD TO SKED. V3 Added	09/18-09/21	1	\$600.00	:30	4	TU-F	630P-7P	4	\$150.00 5

Need \$700-43

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*57			09/22-09/22	1	\$500.00	:30	2	SA	3P-5P	2	\$250.00
		Sales Remark: V3 ADD TO SKED. V3 Added									
*58			09/22-09/22	1	\$600.00	:30	3	SA	6P-9P	3	\$200.00
		Sales Remark: V3 ADD TO SKED. V3 Added									
*59			09/24-09/24	1	\$700.00	:30	1	M	7P-8P	1	\$700.00
		Sales Remark: V3 ADD TO SKED. V3 Added									
*60			09/24-09/24	1	\$800.00	:30	1	M	8P-9P	1	\$800.00
		Sales Remark: V3 ADD TO SKED. V3 Added									
*61			09/18-09/18	1	\$700.00	:30	1	TU	7P-9P	1	\$700.00
		Sales Remark: V3 ADD TO SKED. V3 Added									
*62			09/19-09/19	1	\$1,300.00	:30	1	W	7P-9P	1	\$1,300.00
		Sales Remark: V3 ADD TO SKED. V3 Added									
*63			09/20-09/20	1	\$1,300.00	:30	1	TH	7P-9P	1	\$1,300.00
		Sales Remark: V3 ADD TO SKED. V3 Added									
*64			09/20-09/20	1	\$700.00	:30	1	TH	8P-9P	1	\$700.00
		Sales Remark: V3 ADD TO SKED. V3 Added									
*65			09/21-09/21	1	\$250.00	:30	1	F	7P-8P	1	\$250.00
		Sales Remark: V3 ADD TO SKED. V3 Added									

MCB 2-5P \$200 L3

Need \$800 - L5

Need \$500 - L3

N/A

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Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*66			09/21-09/21	1	\$250.00	:30	1	F	8P-9P	1	\$250.00
		Sales Remark: V3 ADD TO SKED.									
		V3 Added									
*67			09/23-09/23	1	\$350.00	:30	1	SU	10A-11A	1	\$350.00
		Sales Remark: V3 ADD TO SKED.									
		V3 Added									
*68			09/23-09/23	1	\$3,000.00	:30	2	SU	11A-2P	2	\$1,500.00
		Sales Remark: V3 ADD TO SKED.									
		V3 Added									

---REPORT TOTALS---

Report Totals: 59 / \$16,450.00

---SALES MONTHLY TOTALS---

Sep 12: 81 / \$19,295.00
Sales Totals: 81 / \$19,295.00
Station Totals: 81 / \$19,295.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$275,643	CABL	0%	KASA	7%	KASY	0%	KLUZ	0%	KOAT	35%
		KOB	26%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

Rep Order# 6837938 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 195655

Printed: 08/02/2012 10:25 AM
Last Received: 08/02/2012 9:05 AM
Showing Buylines: All Rep Revised Lines

6 of 6

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () .WILSON FOR NM SENAT
Product Order
Estimate# 918924
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/918924
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CREDIT RISK ---

CASH IN ADVANCE

Ren Order#	6837938	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

195655

Printed: 08/01/2012 8:20 AM
Last Received: 07/31/2012 7:35 PM
Showing Buylines: All Lines

1 of 3

Station	KASA-TV ALBUQUERQUE, NM.
Advertiser	().WILSON FOR NM SENAT
Product	Order
Estimate#	918924
Buyer	Patricia Dome
Phone#	
Fax#	

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/918924
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT --

 $SC = *$

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate	
---	-----	-----	-----	----	-----	----	-----	-----	-----	-----	-----	
1		PEOPLES COURT	09/18-09/18	1	\$30.00	:30	1	TU	1P-2P	1	\$30.00	5
Rating: 1.1												
2		PEOPLES COURT	09/19-09/19	1	\$30.00	:30	1	W	1P-2P	1	\$30.00	5
Rating: 1.1												
3		PEOPLES COURT	09/20-09/20	1	\$30.00	:30	1	TH	1P-2P	1	\$30.00	5
Rating: 1.1												
4		PEOPLES COURT	09/24-09/24	1	\$30.00	:30	1	M	1P-2P	1	\$30.00	5
Rating: 1.1												
5		PEOPLES COURT	09/18-09/18	1	\$50.00	:30	1	TU	3P-4P	1	\$50.00	5
Rating: 0.9												
6		PEOPLES COURT	09/19-09/19	1	\$50.00	:30	1	W	3P-4P	1	\$50.00	5
Rating: 0.9												
7		PEOPLES COURT	09/20-09/20	1	\$50.00	:30	1	TH	3P-4P	1	\$50.00	5
Rating: 0.9												
8		PEOPLES COURT	09/24-09/24	1	\$50.00	:30	1	M	3P-4P	1	\$50.00	5
Rating: 0.9												
9		AFHV	09/18-09/18	1	\$50.00	:30	1	TU	4P-5P	1	\$50.00	5
Rating: 1.2												
10		AFHV	09/19-09/19	1	\$50.00	:30	1	W	4P-5P	1	\$50.00	5
Rating: 1.2												

Traffic Order#

Printed: 08/01/2012 8:20 AM
Last Received: 07/31/2012 7:35 PM
Showing Buylines: All Lines

2 of 3

Station	KASA-TV ALBUQUERQUE, NM.
Advertiser	() .WILSON FOR NM SENAT
Product	Order
Estimate#	918924
Buyer	Patricia Dome
Phone#	
Fax#	

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/918924
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	----	-----	----	-----	-----	-----	-----	-----
11		AFHV	09/20-09/20	1	\$50.00	:30	1	TH	4P-5P	1	\$50.00
Rating: 1.2											
12		AFHV	09/21-09/21	1	\$50.00	:30	1	F	4P-5P	1	\$50.00
Rating: 1.2											
13		EXTRA	09/18-09/18	1	\$100.00	:30	1	TU	5P-530P	1	\$100.00
Rating: 0.8											
14		EXTRA	09/19-09/19	1	\$100.00	:30	1	W	5P-530P	1	\$100.00
Rating: 0.8											
15		EXTRA	09/20-09/20	1	\$100.00	:30	1	TH	5P-530P	1	\$100.00
Rating: 0.8											
16		EXTRA	09/24-09/24	1	\$100.00	:30	1	M	5P-530P	1	\$100.00
Rating: 0.8											
17		NEWS	09/23-09/23	1	\$75.00	:30	1	SU	8A-9A	1	\$75.00
Rating: 0.5											
18		NWS 13 ON FOX2	09/18-09/18	1	\$400.00	:30	1	TU	9P-930P	1	\$400.00
Rating: 4.8											
19		NWS 13 ON FOX2	09/19-09/19	1	\$400.00	:30	1	W	9P-930P	1	\$400.00
Rating: 4.8											
20		NWS 13 ON FOX2	09/24-09/24	1	\$400.00	:30	1	M	9P-930P	1	\$400.00
Rating: 4.8											
21		NWS13-FOX 2 B	09/22-09/22	1	\$250.00	:30	1	SA	930P-10P	1	\$250.00
Rating: 3.5											

Rep Order# 6837938 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/01/2012 8:20 AM
Last Received: 07/31/2012 7:35 PM
Showing Buylines: All Lines

3 of 3

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () WILSON FOR NM SENAT
Product Order
Estimate# 918924
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/918924
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
22		NEWS9P	09/23-09/23	1	\$400.00	:30	1	SU	9P-930P	1	\$400.00
Rating: 5.6											

---REPORT TOTALS---

Report Totals: 22 / \$2,845.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$2,845.00

Sales Totals: 22 / \$2,845.00

Station Totals: 22 / \$2,845.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$40,643	CABL	0%	KASA	7%	KASY	0%	KLUZ	0%	KOAT	35%
		KOB	26%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 09/18/12-09/24/12

Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 1

Time Period: 1p-2p

195655 06837938 918924

09/18/12 :30 P5 1:20:08 PM Order HW1112TV

\$30.00
\$30.00
\$30.00

Line: 2

Time Period: 1p-2p

195655 06837938 918924

09/19/12 :30 P5 1:49:10 PM Order

\$30.00
\$30.00
\$30.00

Line: 3

Time Period: 1p-2p

195655 06837938 918924

09/20/12 :30 P5 1:58:40 PM Order

\$30.00
\$30.00
\$30.00

Line: 4

Time Period: 1p-2p

195655 06837938 918924

09/24/12 :30 P5 1:38:31 PM Order

\$30.00
\$30.00
\$30.00

Line: 5

Time Period: 3p-4p

195655 06837938 918924

09/18/12 :30 P5 3:39:21 PM Order HW1012TV

\$50.00
\$50.00
\$50.00

Line: 6

Time Period: 3p-4p

195655 06837938 918924

09/19/12 :30 P5 3:08:24 PM Order

\$50.00
\$50.00
\$50.00

Line: 7

Time Period: 3p-4p

195655 06837938 918924

09/20/12 :30 P5 3:28:12 PM Order

\$50.00
\$50.00
\$50.00

Line: 8

Time Period: 3p-4p

195655 06837938 918924

09/24/12 :30 P5 3:38:51 PM Order

\$50.00
\$50.00
\$50.00

Line: 9

Time Period: 4p-5p

195655 06837938 918924

09/18/12 :30 P5 4:13:56 PM Order HW1112TV

\$50.00
\$50.00
\$50.00

Line: 10

Time Period: 4p-5p

195655 06837938 918924

09/19/12 :30 P5 4:15:11 PM Order

\$50.00
\$50.00
\$50.00

Line: 11

Time Period: 4p-5p

195655 06837938 918924

09/20/12 :30 P5 4:29:52 PM Order

\$50.00
\$50.00

[Sorted by: Line]

2070

Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 11

Line: 12	Time Period: 4p-5p	195655 06837938 918924	09/21/12	:30 P5	4:30:07 PM Order	\$50.00
						\$50.00
						\$50.00
Line: 13	Time Period: 5p-530p	195655 06837938 918924	09/18/12	:30 P5	5:14:26 PM Order	\$100.00
						\$100.00
						\$100.00
Line: 14	Time Period: 5p-530p	195655 06837938 918924	09/19/12	:30 P5	5:22:39 PM Order	\$100.00
						\$100.00
						\$100.00
Line: 15	Time Period: 5p-530p	195655 06837938 918924	09/20/12	:30 P5	5:23:09 PM Order	\$100.00
						\$100.00
						\$100.00
Line: 16	Time Period: 5p-530p	195655 06837938 918924	09/24/12	:30 P5	5:06:33 PM Order	\$100.00
						\$100.00
						\$100.00
Line: 17	Time Period: 8a-9a	195655 06837938 918924	09/23/12	:30 P5	8:19:10 AM Order	\$75.00
						\$75.00
						\$75.00
Line: 18	Time Period: 9p-930p	195655 06837938 918924	09/18/12	:30 P5	9:08:36 PM Order	\$400.00
						\$400.00
						\$400.00
Line: 19	Time Period: 9p-930p	195655 06837938 918924	09/19/12	:30 P5	9:17:47 PM Order	\$400.00
						\$400.00
						\$400.00
Line: 20	Time Period: 9p-930p	195655 06837938 918924	09/24/12	:30 P5	9:17:57 PM Order	\$400.00
						\$400.00
						\$400.00
Line: 21	Time Period: 930p-10p	195655 06837938 918924	09/22/12	:30 P5	9:46:57 PM Order	\$250.00
						\$250.00
						\$250.00
Line: 22						

[Sorted by: Line]

Spot Manager: All, 09/18/12-09/24/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 22

Time Period: 9p-930p

195655	06837938	918924	09/23/12	:30	P5	9:08:35 PM	Order		\$400.00
									\$400.00
									\$400.00

Line: 23

Time Period: 12p-1p

195655	06837938	918924	09/19/12	:30	P5	12:30:24 PM	Order		\$30.00
195655	06837938	918924	09/21/12	:30	P5	12:17:46 PM	Order		\$30.00
195655	06837938	918924	09/18/12	:30	P5	12:48:30 PM	Order	HW1012TV	\$30.00
									\$90.00
									\$90.00

Line: 24

Time Period: 530p-6p

195655	06837938	918924	09/21/12	:30	P5	5:50:18 PM	Order		\$150.00
195655	06837938	918924	09/18/12	:30	P5	5:43:12 PM	Order	HW1112TV	\$150.00
195655	06837938	918924	09/19/12	:30	P5	5:50:24 PM	Order		\$150.00
195655	06837938	918924	09/20/12	:30	P5	5:43:56 PM	Order		\$150.00
									\$600.00
									\$600.00

Line: 25

Time Period: 11p-1130p

195655	06837938	918924	09/21/12	:30	P5		Order		\$50.00
195655	06837938	918924	09/18/12	:30	P5	11:18:46 PM	Order	HW1112TV	\$50.00
195655	06837938	918924	09/20/12	:30	P5	11:28:40 PM	Order		\$50.00
195655	06837938	918924	09/19/12	:30	P5	11:08:28 PM	Order		\$50.00
									\$200.00
									\$200.00

Line: 26

Time Period: 11p-1130p

195655	06837938	918924	09/24/12	:30	P5	11:08:28 PM	Order		\$50.00
									\$50.00
									\$50.00

Line: 27

Time Period: 1130p-12a

195655	06837938	918924	09/24/12	:30	P5	11:38:28 PM	Order		\$50.00
									\$50.00
									\$50.00

Line: 28

Time Period: 1130p-12a

195655	06837938	918924	09/21/12	:30	P5	11:59:25 PM	Order		\$50.00
195655	06837938	918924	09/19/12	:30	P5	11:38:58 PM	Order		\$50.00
195655	06837938	918924	09/18/12	:30	P5	11:48:46 PM	Order	HW1012TV	\$50.00
195655	06837938	918924	09/20/12	:30	P5	11:59:25 PM	Order		\$50.00
									\$200.00
									\$200.00

Line: 29

Time Period: 10p-11p

195655	06837938	918924	09/22/12	:30	P5	10:29:25 PM	Order		\$50.00
									\$50.00
									\$50.00

Line: 30

Time Period: 11p-1130p

195655	06837938	918924	09/22/12	:30	P5	11:29:20 PM	Order		\$20.00
									\$20.00

[Sorted by: Line]

Spot Manager: All, 09/18/12-09/24/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 30

Line: 31

Time Period: (11:30:00 PM-1:00:00 XM)

195655 06837938 918924 09/22/12 :30 P5

Order

\$20.00

\$15.00

\$15.00

\$15.00

Line: 32

Time Period: 12a-1a

195655 06837938 918924

12:48:17 XM Order

\$25.00

\$25.00

\$25.00

Line: 33

Time Period: 10p-11p

195655 06837938 918924

10:48:06 PM Order

\$75.00

\$75.00

\$75.00

Line: 34

Time Period: 11p-12a

195655 06837938 918924

11:34:54 PM Order

\$25.00

\$25.00

\$25.00

Line: 36

Time Period: 930p-10p

195655 06837938 918924

9:47:37 PM Order

\$300.00

HW1012TV

9:38:16 PM Order

\$300.00

9:48:52 PM Order

\$300.00

9:58:20 PM Order

\$300.00

\$1,200.00

\$1,200.00

Line: 37

Time Period: 930p-10p

195655 06837938 918924

9:46:42 PM Order

\$300.00

\$300.00

\$300.00

Line: 38

Time Period: 9p-930p

195655 06837938 918924

9:26:30 PM Order

\$275.00

\$275.00

\$275.00

Line: 39

Time Period: 930p-10p

195655 06837938 918924

Order

\$250.00

\$250.00

\$250.00

Line: 41

Time Period: 6p-630p

195655 06837938 918924

6:10:10 PM Order

\$150.00

195655 06837938 918924

6:23:20 PM Order

\$150.00

195655 06837938 918924

6:10:10 PM Order

\$150.00

195655 06837938 918924

6:16:20 PM Order

HW1012TV

\$150.00

\$600.00

\$600.00

Line: 42

[Sorted by: Line]

Spot Manager: All, 09/18/12-09/24/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
-------	-------------	----------	------	--------	----------	----------	---------	-------	------

Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 42

Time Period: 6p-630p

195555	06837938	918924	09/24/12	:30	P5	6:23:20 PM	Order		\$150.00
									\$150.00
									\$150.00

Line: 43

Time Period: 630p-7p

195555	06837938	918924	09/24/12	:30	P5	6:40:10 PM	Order		\$150.00
									\$150.00
									\$150.00

Line: 44

Time Period: 630p-7p

195555	06837938	918924	09/19/12	:30	P5	6:40:10 PM	Order		\$150.00
195555	06837938	918924	09/21/12	:30	P5	6:46:20 PM	Order		\$150.00
195555	06837938	918924	09/20/12	:30	P5	6:40:10 PM	Order		\$150.00
195555	06837938	918924	09/18/12	:30	P5	6:46:05 PM	Order	HW1112TV	\$150.00
									\$600.00
									\$600.00

Line: 46

Time Period: (6:00:00 PM-9:00:00 PM)

195555	06837938	918924	09/22/12	:30	P5	7:49:55 PM	Order		\$200.00
195555	06837938	918924	09/22/12	:30	P5	8:58:50 PM	Order		\$200.00
195555	06837938	918924	09/22/12	:30	P5	8:24:39 PM	Order		\$200.00
									\$600.00
									\$600.00

Line: 48

Time Period: 8p-9p

195555	06837938	918924	09/24/12	:30	P5	8:30:40 PM	Order		\$800.00
195555	06837938	918924	09/24/12	:30	P5	8:14:35 PM	Order		\$800.00
									\$1,600.00
									\$1,600.00

Line: 49

Time Period: 7p-9p

195555	06837938	918924	09/18/12	:30	P5	7:23:45 PM	Order	HW1012TV	\$700.00
									\$700.00
									\$700.00

Line: 51

Time Period: 7p-8p

195555	06837938	918924	09/20/12	:30	P5	7:14:20 PM	Order		\$1,300.00
									\$1,300.00
									\$1,300.00

Line: 54

Time Period: 10-11a

195555	06837938	918924	09/23/12	:30	P5	10:38:21 AM	Order		\$350.00
									\$350.00
									\$350.00

Line: 55

Time Period: (11:00:00 AM-2:00:00 PM)

195555	06837938	918924	09/23/12	:30	P5	1:59:13 PM	Order		\$1,500.00
195555	06837938	918924	09/23/12	:30	P5	12:59:52 PM	Order		\$1,500.00
									\$3,000.00
									\$3,000.00

Line: 56

Time Period: 8p-9p

[Sorted by: Line]

Spot Manager: All, 09/18/12-09/24/12

Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 56

Time Period: 8p-9p

195655 06837938 918924

8:14:30 PM Order

\$700.00
\$700.00
\$700.00

Line: 59

Time Period: 930p-10p

195655 06837938 918924

Order

\$700.00
\$700.00
\$700.00

Line: 60

Time Period: (2:00:00 PM-5:00:00 PM)

195655 06837938 918924

09/22/12 :30 P2

3:50:05 PM Order

\$200.00
\$200.00
\$400.00
\$400.00

09/22/12 :30 P2

Order

Line: 61

Time Period: 7p-8p

195655 06837938 918924

09/24/12 :30 P5

6:58:00 PM Order

\$800.00
\$800.00
\$800.00

Line: 62

Time Period: 7p-9p

195655 06837938 918924

09/19/12 :30 P5

8:30:30 PM Order

\$1,300.00
\$1,300.00
\$2,600.00
\$2,600.00

09/19/12 :30 P5

7:29:50 PM Order

Line: 63

Time Period: 7p-8p

195655 06837938 918924

09/21/12 :30 P3

Order

\$500.00
\$500.00
\$500.00

Line: 64

Time Period: 9p-930p

195655 06837938 918924

09/20/12 :30 P3

9:08:51 PM Order

\$1,000.00
\$1,000.00
\$1,000.00

Line: 65

Time Period: 8a-9a

195655 06837938 918924

09/18/12 :30 P5

8:42:43 AM Order

\$25.00
\$25.00
\$25.00
\$25.00
\$100.00
\$100.00

09/19/12 :30 P5

8:10:37 AM Order

09/21/12 :30 P5

8:55:25 AM Order

09/20/12 :30 P5

8:32:46 AM Order

Line: 66

Time Period: 5a-6a

195655 06837938 918924

09/18/12 :30 P5

5:33:57 AM Order

\$15.00
\$15.00
\$15.00
\$15.00
\$60.00
\$60.00

09/20/12 :30 P5

5:47:46 AM Order

09/19/12 :30 P5

5:21:58 AM Order

09/21/12 :30 P5

5:59:25 AM Order

Line: 67

[Sorted by: Line]

Spot Manager: All, 09/18/12-09/24/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 67

Time Period: 5a-6a

195655	06837938	918924	09/24/12	:30	P5	5:21:58 AM	Order		\$15.00
									\$15.00
									\$15.00

Line: 68

Time Period: 4p-5p

195655	06837938	918924	09/18/12	:30	P4	4:45:48 PM	Order	HW1012TV	\$75.00
195655	06837938	918924	09/20/12	:30	P4	4:45:33 PM	Order		\$75.00
195655	06837938	918924	09/19/12	:30	P4	4:46:33 PM	Order		\$75.00
195655	06837938	918924	09/21/12	:30	P4	4:46:03 PM	Order		\$75.00
									\$300.00
									\$300.00

Line: 69

Time Period: 4p-5p

195655	06837938	918924	09/24/12	:30	P4	4:29:52 PM	Order		\$75.00
									\$75.00
									\$75.00

Line: 70

Time Period: 5p-530p

195655	06837938	918924	09/24/12	:30	P5	5:22:54 PM	Order		\$100.00
									\$100.00
									\$100.00

Line: 71

Time Period: 5p-530p

195655	06837938	918924	09/18/12	:30	P5	5:14:56 PM	Order	HW1012TV	\$100.00
195655	06837938	918924	09/19/12	:30	P5	5:14:41 PM	Order		\$100.00
195655	06837938	918924	09/20/12	:30	P5	5:07:18 PM	Order		\$100.00
									\$300.00
									\$300.00

Line: 72

Time Period: 7p-9p

195655	06837938	918924	09/18/12	:30	P5	8:14:05 PM	Order	HW1012TV	\$700.00
195655	06837938	918924	09/18/12	:30	P5	7:47:50 PM	Order	HW1112TV	\$700.00
									\$1,400.00
									\$1,400.00
									\$24,370.00
									\$24,370.00
									\$24,370.00
									\$24,370.00
									\$24,370.00
									\$24,370.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Smart Media Group
 being/on behalf of: Heather Wilson, a legally
 qualified candidate of the Republican political
 party for the office of: US Senate
 in the General
 election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Heather Wilson
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee



printed name

7/31/12

date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

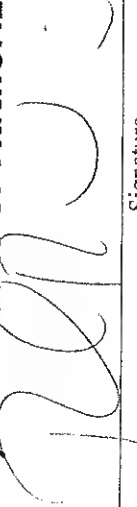
Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

7/31/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title